

I am the owner/operator of WESR AM/FM in Onley, Va. We are a small market operation and believe that having to purchase the required equipment would pose a burden on our company. We feel that the overwhelming majority of infractions of this nature do not occur in the smaller markets. This combined with other pending new requirements will greatly increase the amount of time we as small market operators will have to spend complying. The time taken for purposes of compliance will reduce the time we have to create and sustain programming that is of true service to our communities.

Stations in larger markets with larger staffs can handle more than stations like ours with small staffs who have to fully participate in all functions in order to serve the community as required of all licensees.

I also have a great deal of concern that this could very easily lead to greater government intrusion into daily local programming at our stations.

During the late 80s and 90s the FCC loaded up smaller markets with 80/90 docket stations. Many of the towns granted stations were and are economically incapable of supporting them. As a result these stations have been forced to operate economically and many do not have enough staff to really serve the community as intended. In addition, the new competition diverted revenue from existing stations, many of which had served their communities and surrounding areas very well. In essence, these stations had to cut back on the services they offered in order to survive. While the purpose was to increase service to the community by adding choices, the result was that radio, in many small markets spent less on local news and community affairs in order to survive. The communities were not served better they actually lost services even though there are more stations.

Now those of us who survived the onslaught of new stations will now have to try to survive a new onslaught of regulations and requirements. I fail to see how this will result in better service to our listeners.